

**WSOC-TV**

Agency Name: Smart Media

Todays date: 10/5/2012

Advertiser Name: McCrary

Invoice Nbr.: 633317

☒ Credit ☐ Debit ☐ Refund ☐ Transfer ☐ OSI Contract #

☐ Agency # ☐ Advertiser # ☐ Order Type

320396

Date Aired: 9/17/12

Time Aired: \_\_\_\_\_

A/E Name: Andrea Moore

A/E Number: \_\_\_\_\_

Ntl. Rep Nbr: \_\_\_\_\_

Billed at Rate: \_\_\_\_\_

Corrected Rate: \_\_\_\_\_

Gross Credit/Debit: \$10~~01~~5.00

Net Credit/Debit: 8512.75

**REASON FOR ADJUSTMENT:**

**SALES**

- ☐ Agency Commission Adj.
- ☐ Sales Ordering Error
- ☐ Makegood Error
- ☐ Rate Adjustment
- ☐ Telerep Ordering Error
- ☐ Telerep Makegood Error
- ☐ Spots Double Ordered

**OTHER**

- ☐ Carting Error
- ☐ Technical Difficulty
- ☐ Network Overrun
- ☐ Invoice Billing Error
- ☐ Computer Conv. Error
- ☐ Production Billing Adj.
- ☐ Internet

**TRAFFIC**

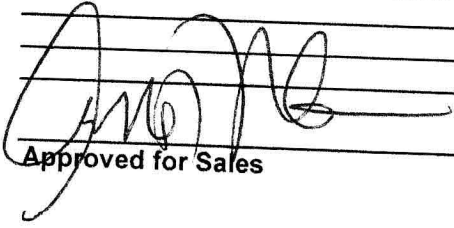
- ☐ Product Conflict
- ☐ Poor Rotation
- ☐ Incorrect Media
- ☐ Outside Time Period
- ☐ Order Entry Error

**EXPLANATION:**

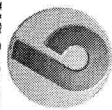
rebate for the week of 9/17 - dollars respent

Sun 10/7 8-9p 1x \$8000

Sun 10/7 7-8p 1x \$2~~01~~5

  
Approved for Sales

\_\_\_\_\_  
Approved for Accounting



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

## Contract # 320396

<b>Schedule Dates</b>	09/17/12-10/07/12	<b>Date Entered</b>	07/02/12
<b>Advertiser</b>	Pol/P McCrory/R/Gov/NC (16611)	<b>Last Modified</b>	10/14/12
<b>Agency</b>	Smart Media Group (1343)	<b>Entered By</b>	Jill Hipskind
<b>Product</b>	Political - State Candidate (1071)	<b>CO-OP</b>	No
<b>Brand</b>	917923 GOV (132172)	<b>Headline #</b>	06221191
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Demo</b>	
<b>Sales Office</b>	Telerep/Philadelphia	<b>Order Type</b>	Normal
<b>Buyer Name</b>	HANLEN, LINDSAY	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	MCCRO/ORDR/917923	<b>Commission</b>	\$9,032.25
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$51,182.75
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	44	\$50,200.00
Oct. 2012	2	\$10,015.00
<b>Grand Total:</b>	<b>46</b>	<b>\$60,215.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	10P- 11P (EST)						1			1	\$3,700.00	\$3,700.00	Charlotte (WSOC)	20/20	9/14/12
2.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	4P- 5P (EST)					1				1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/14/12
3.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	12P- 1P (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/14/12
4.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	4P- 5P (EST)									1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/14/12
5.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	6P- 6:30P (EST)									1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
6.2	Normal Line / Spot	09/22/12-09/22/12	5	:30	8A- 9A (EST)									1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
7.2	Normal Line / Spot	09/23/12-09/23/12	6	:30	4P- 5P (EST)									1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/14/12
8.2	Normal Line / Spot	09/20/12-09/20/12	5	:30	6P- 6:30P (EST)									1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
9.2	Normal Line / Spot	09/20/12-09/20/12	5	:30	7A- 8A (EST)									1	\$775.00	\$775.00	Charlotte (WSOC)	6P NEWS	9/14/12
10.2	Normal Line / Spot	09/20/12-09/20/12	5	:30	11:35P- 12:05A (EST)									1	\$500.00	\$500.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
11.2	Normal Line / Spot	09/20/12-09/20/12	5	:30	12P- 1P (EST)									1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/14/12

## CONFIRMATION CONTRACT

Date:

Accepted-Station:

Date:

Comments:

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**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320396

Schedule Dates	09/17/12-10/07/12	Date Entered	07/02/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/14/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	917923 GOV (132172)	Headline #	06221191
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN, LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/917923	Commission	\$9,032.25
Account Types	National/Political	Net Total	\$51,182.75
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)		
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Sep. 2012	44	\$50,200.00
Oct. 2012	2	\$10,015.00
<b>Grand Total:</b>	<b>46</b>	<b>\$60,215.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	4P- 5P (EST)			1						1	\$825.00	\$825.00	Charlotte (WSOC)	DR OZ	9/14/12
16.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	5:30A- 6A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
17.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	7A- 8A (EST)			1						1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/14/12
18.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	11:35P- 12:05A (EST)			1						1	\$500.00	\$500.00	Charlotte (WSOC)	NIGHTLINE	9/14/12
19.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	4P- 5P (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	9/14/12
20.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	6P- 6:30P (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
21.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	5:30A- 6A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
22.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
23.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	7A- 8A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
24.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
25.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	7A- 8A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
26.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	6P- 6:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
27.2	Normal Line / Spot	09/21/12-09/21/12	5	:30	7A- 8A (EST)					1				1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
28.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	11:35P- 12:05A (EST)		1							1	\$500.00	\$500.00	Charlotte (WSOC)	NIGHTLINE	9/14/12

## CONFIRMATION CONTRACT

Date:	Accepted Station:	Date:	Comments:
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WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

# Contract # 320396

Schedule Dates	09/17/12-10/07/12	Date Entered	07/02/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/14/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	917923 GOV (132172)	Headline #	06221191
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN, LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/917923	Commission	\$9,032.25
Account Types	National/Political	Net Total	\$51,182.75
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)			
By Broadcast Month	Spots	Rate	
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Oct. 2012	2	\$10,015.00	
Grand Total:	46	\$60,215.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	5:30A- 6A (EST)		1							1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
30.2	Normal Line / Spot	09/17/12-09/17/12	5	:30	7A- 8A (EST)		1							1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/14/12
31.2	Normal Line / Spot	09/23/12-09/23/12	5	:30	7A- 8A (EST)								1	1	\$300.00	\$300.00	Charlotte (WSOC)		9/14/12
32.0	Normal Line / Spot	09/20/12-09/20/12	3	:30	11:35P- 12:05A (EST)				1						\$650.00		Charlotte (WSOC)	NIGHTLINE	9/14/12
32.0.1	Closed Preempt	09/20/12															Charlotte (WSOC)	Program Change/Exception - NFL	7/19/12
33.2	Normal Line / Spot	09/20/12-09/20/12	5	:30	6A- 7A (EST)				1					1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
34.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	6P- 6:30P (EST)			1						1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	6P NEWS	9/14/12
35.2	Normal Line / Spot	09/18/12-09/18/12	5	:30	6A- 7A (EST)			1						1	\$850.00	\$850.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
36.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	5:30A- 6A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)	NEWS DAYBREAK	9/14/12
37.2	Normal Line / Spot	09/19/12-09/19/12	5	:30	7A- 8A (EST)			1						1	\$775.00	\$775.00	Charlotte (WSOC)	GMA	9/14/12
38.1	Normal Line / Spot	09/22/12-09/22/12	5	:30	12P- 12:30P (EST)						1			1	\$275.00	\$275.00	Charlotte (WSOC)	NN	8/24/12
39.1	M/G For 32.0.1 / Spot	09/20/12-09/20/12	5	:30	12:07A- NIGHTLINE				1					1	\$500.00	\$500.00	Charlotte (WSOC)		9/14/12
40.0	Normal Line / Spot	09/21/12-09/21/12	5	:30	9P- 10P (EST)		1			X				1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		9/14/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Bookend P/B Piggy Back

Printed At: 08:53 AM on Monday, October 15 2012



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group  
814 King Street  
Suite 400  
Alexandria, VA 22314

<b>Contract #</b>	<b>320396</b>	<b>Schedule Dates</b>	09/17/12-10/07/12	<b>Date Entered</b>	07/02/12
<b>Advertiser</b>	Pol/P McCrory/R/Gov/NC (16611)	<b>Last Modified</b>	10/14/12	<b>Entered By</b>	Jill Hipskind
<b>Agency</b>	Smart Media Group (1343)	<b>CO-OP</b>	No	<b>Headline #</b>	06221191
<b>Product</b>	Political - State Candidate (1071)	<b>Demo</b>		<b>Order Type</b>	Normal
<b>Brand</b>	917923 GOV (132172)	<b>Package Deal</b>		<b>Commission %</b>	15.00
<b>Salesperson</b>	Telerep/Philadelphia, Philadelphia (1057)	<b>Commission</b>	\$9,032.25	<b>Net Total</b>	\$54,182.75
<b>Sales Office</b>	Telerep/Philadelphia	<b>Sales Tax</b>			
<b>Buyer Name</b>	HANLEN,LINDSAY				
<b>Phone/Fax</b>	/				
<b>CPE</b>	MCCRO/ORDR/917923				
<b>Account Types</b>	National/Political				
<b>Billing Type</b>	Standard				
<b>Comments</b>	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR				

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	44	\$50,200.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
41.0	Normal Line / Spot	09/23/12-09/23/12	3	:30	9A-10A (EST)	1							X	1	\$600.00	\$600.00	Charlotte (WSOC)		9/14/12
42.0	Normal Line / Spot	09/17/12-09/21/12	4	:30	6:58P-7:30P (EST)	2	X	X	X	X				2	\$850.00	\$1,700.00	Charlotte (WSOC)		9/14/12
43.0	Normal Line / Spot	09/20/12-09/20/12	4	:30	7:58P- NFL NETWORK THURSDAY NIGHT FOOTBALL 2012				1					1	\$15,000.00	\$15,000.00	Charlotte (WSOC)		9/18/12
44.0	Normal Line / Spot	10/07/12-10/07/12	4	:30	8P-9P (EST)	1							X	1	\$8,000.00	\$8,000.00	Charlotte (WSOC)		10/5/12
45.0	Normal Line / Spot	10/07/12-10/07/12	5	:30	7P-8P (EST)	1							X	1	\$2,015.00	\$2,015.00	Charlotte (WSOC)		10/14/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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